

TV Advertising to Children 1977 v. 2004

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* These views are my own and do not necessarily represent the views of the Federal Trade Commission or any individual Commissioner. Results presented here are drawn from FTC Economics staff analysis of copyrighted Nielsen Monitor-Plus/Nielsen Media Research data from an ongoing study by Debra Holt and her team in the Bureau of Economics.

Key Studies from KidVid Rulemaking: 1977

- John Abel (1978)
 - Study of 1977 national TV advertising to children
- Howard Beales (1978)
 - Study of 1977 local TV advertising exposure of children and all audiences

Also

- Richard Adler (1977)
 - NSF review of children's TV viewing patterns in 1970s

Nielsen Data for Holt et al. Study

- 4 weeks of data from sweeps months:
 - November 2 - 9, 2003, February 8 - 15, 2004,
May 2 - 9, 2004, July 4 - 11, 2004
- Program data:
 - Network/distributor, type, ...
- Ad data:
 - Brand, \$, duration, time, ...
- Audience data:
 - GRPs for 2-11, 6-11, 12-17, 18+

Nielsen Data Coverage For Study

- National Data:
 - 7 broadcast networks
 - 50 national ad-supported cable networks
 - Nationally syndicated programming
- Local Data:
 - Ads that originate locally, as in local programming or local spots ...
for top 75 metro areas

Estimated TV Advertising Viewed by Children, 2-11 Years

Number of Ads Viewed	1977	2004	% Change
Paid Ads	20,000	17,507	-12%
Promos & PSAs	2,000	6,023	+201%
All Ads	22,000	23,530	+7%

Number of Ad Minutes Viewed	1977	2004	% Change
Paid Ads	10,000	7,610	-24%
Promos & PSAs	1,000	2,242	+124%
All Ads	11,000	9,852	-10%

1977 estimates from Richard P. Adler, *Research on the Effects of Television Advertising on Children*.

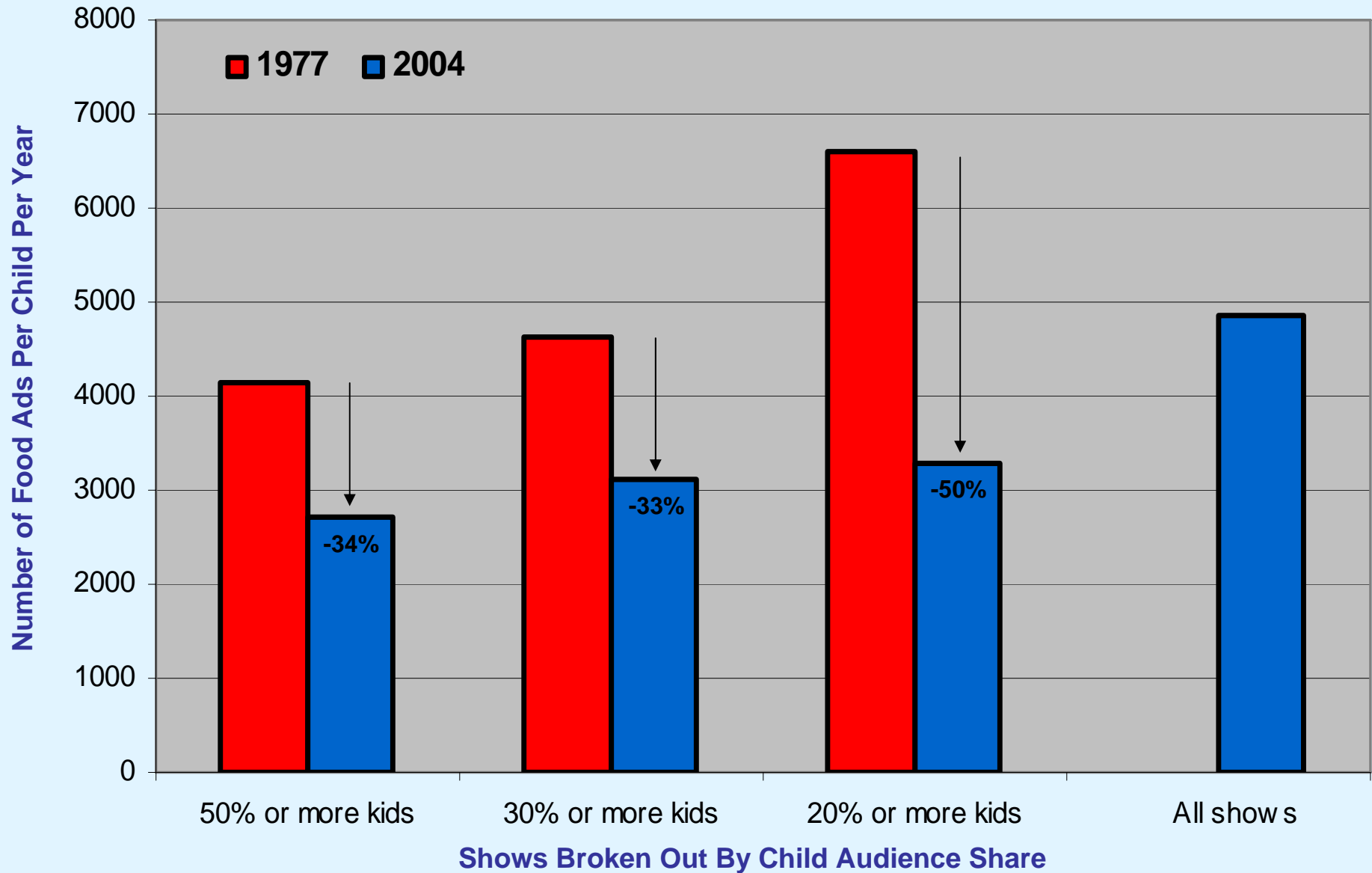
2004 FTC staff estimates from copyrighted Nielsen Monitor-Plus/Nielsen Media Research data; four weeks projected annually.

"Promos" are promotional ads for an outlet's own or affiliated shows. "PSAs" are Public Service Announcements.

Analysis of National Data

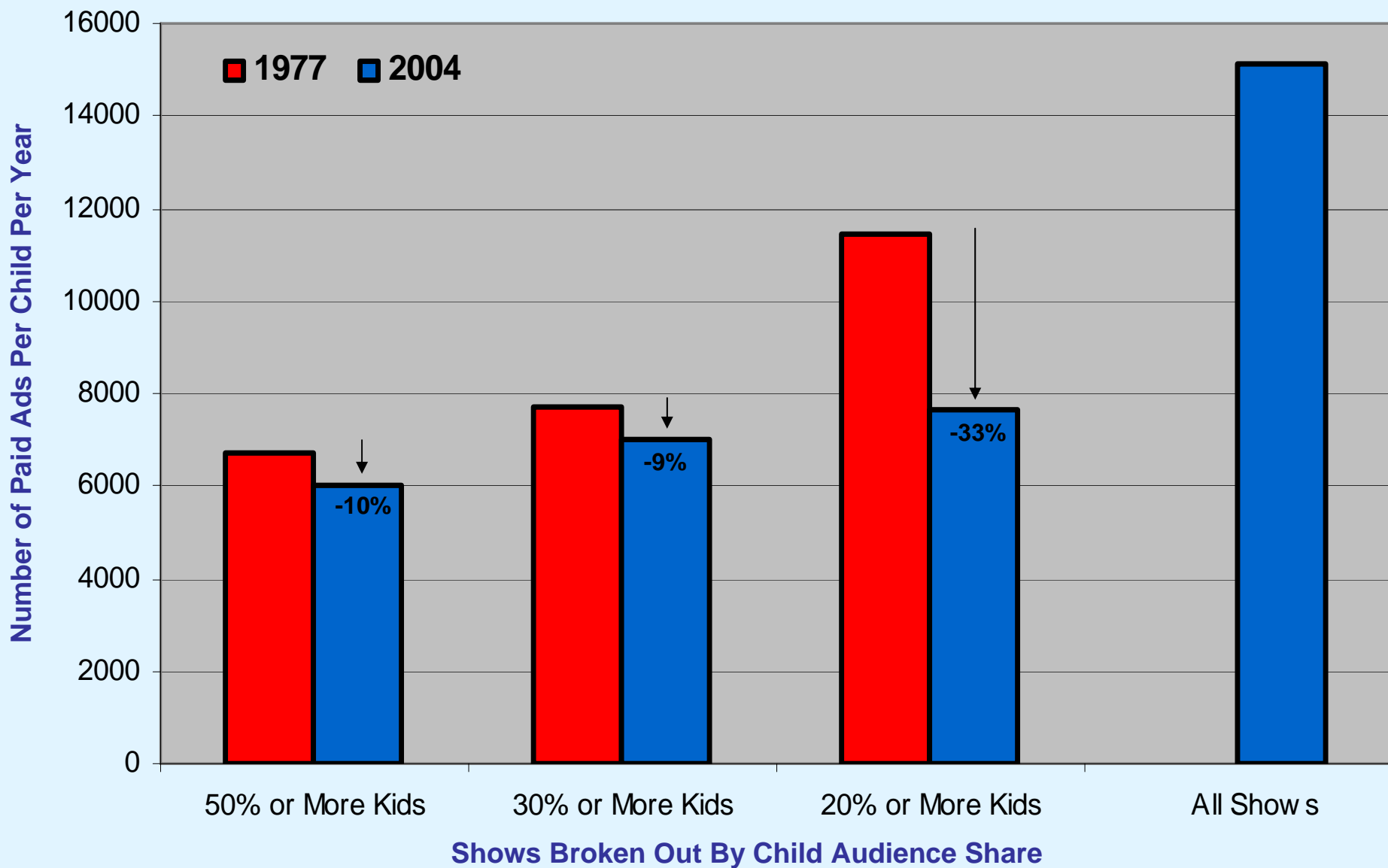
- The comparisons in the remaining slides are for national data only.
 - 86% of ads kids viewed in 2004 were national
 - 90% of food ads kids viewed in 2004 were national
- Local ads will be added later.

Estimated Number of Food Ads* Viewed by Children (2-11) on Average: 1977† v. 2004



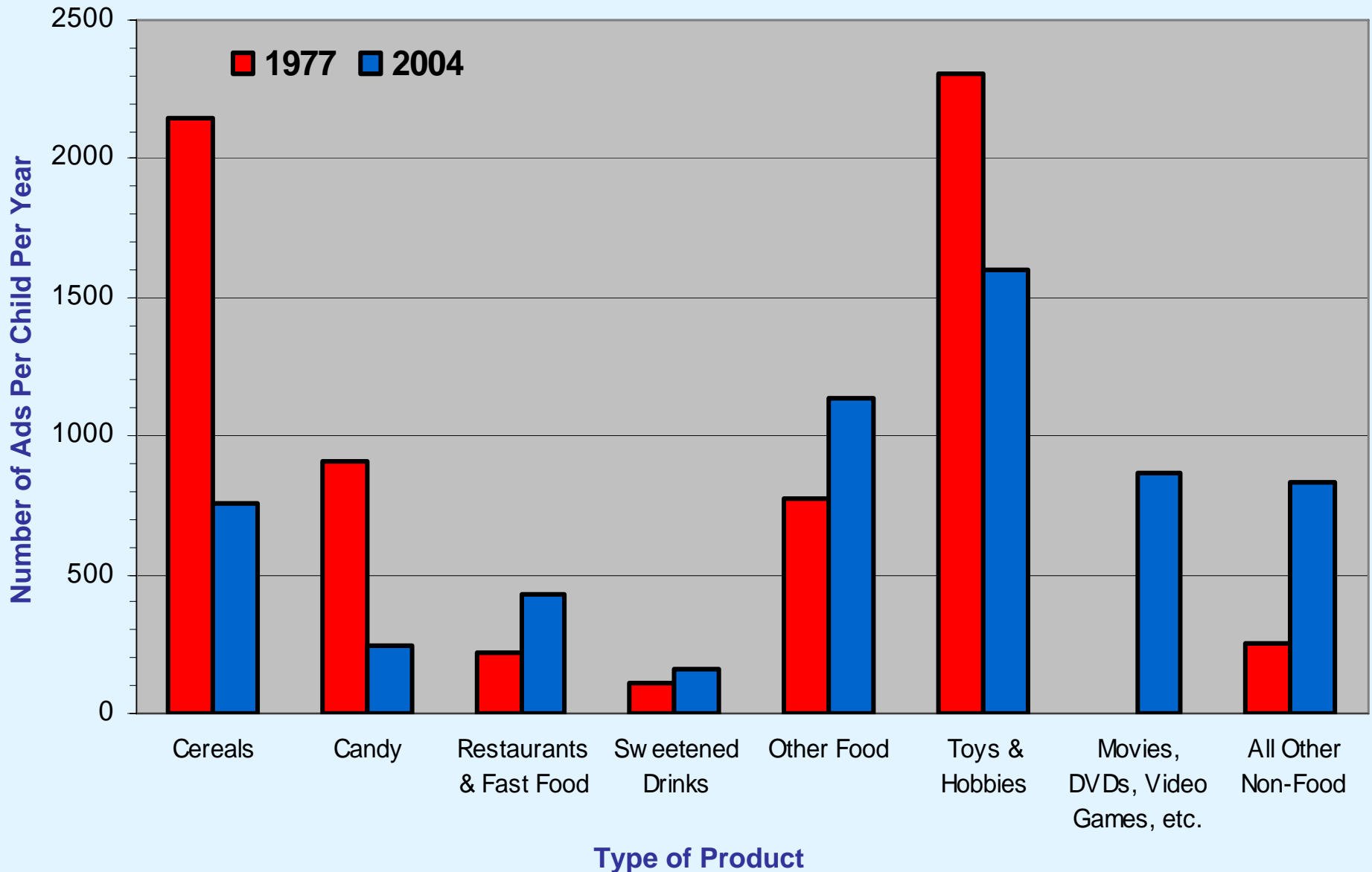
*Excludes promos, public service announcements, and local ads. †Abel does not provide data on ad exposure for all shows in his 1977 study.
Sources: Abel tables 16-18 and FTC staff analysis using four weeks of copyrighted Nielsen Monitor-Plus/Nielsen Media Research data projected annually.

Estimated Number of Paid Ads* Viewed by Children (2-11) on Average: 1977† v. 2004



*Excludes promos, public service announcements, and local ads. †Abel does not provide data on ad exposure for all shows in his 1977 study.
Sources: Abel tables 16-18 and FTC staff analysis using four weeks of copyrighted Nielsen Monitor-Plus/Nielsen Media Research data projected annually.

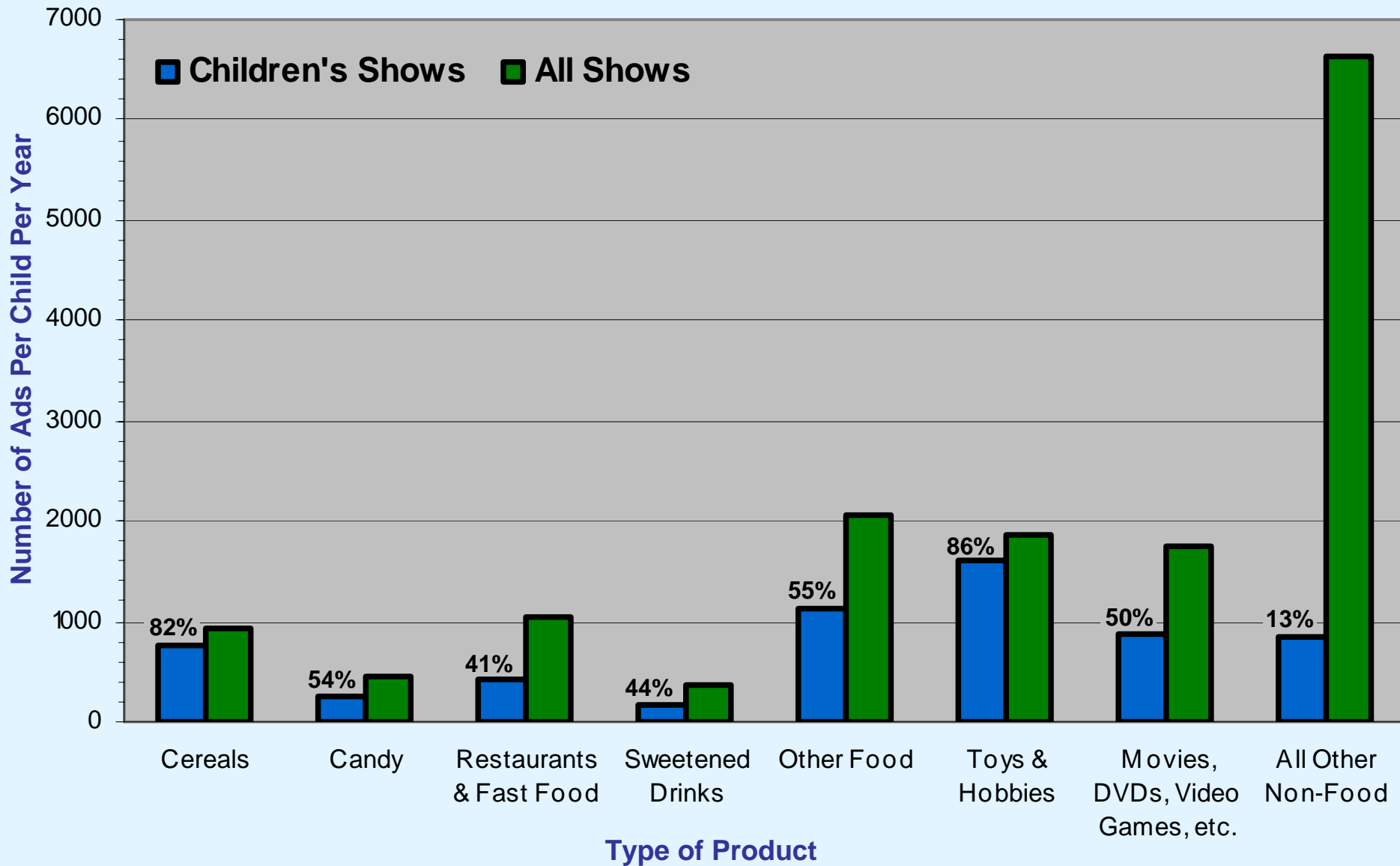
Estimated Number of Ads* Viewed by Children (2-11) on Average in Children's Shows†: 1977 v. 2004



*Excludes promos, public service announcements, and local ads †Children's shows have 50% or more children in their audience

Sources: Abel table 16 and FTC staff analysis using four weeks of copyrighted Nielsen Monitor-Plus/Nielsen Media Research data projected annually.

Estimated Number of Ads* Viewed by Children (2-11) on Average in 2004 by Type of Show



*Excludes promos, public service announcements, and local ads.

Source: FTC staff analysis using four weeks of copyrighted Nielsen Monitor-Plus/Nielsen Media Research data projected annually.

Summing up: 1977 v. 2004

Our estimates on children's exposure indicate that:

- Paid TV ads are down:
 - By 24% for ad minutes
 - By 12% for number of ads
- Promotional TV ads are up:
 - By 124% for ad minutes
 - By 201% for number of ads
- Food ads are down on national TV shows:
 - By 34% on kids' shows
 - By 50% on family shows
- 56% of food ads viewed by kids are from kids' shows in 2004.

Citations & Notes

- John D. Abel, *The Child Audience for Network Television Programming & Advertising*, November 1978.
- J. Howard Beales, III, *An Analysis of Exposure to Non-Network Television Advertising*, November 1978.
- Richard P. Adler, et al., *Research on the Effects of Television Advertising on Children*, Washington, DC: National Science Foundation (U.S. Government Printing Office), 1977.
- FTC staff analysis and estimates using four weeks of copyrighted Nielsen Monitor-Plus/Nielsen Media Research data projected annually.

Note: an ad is considered to be “viewed” if an individual is indicated as being in the room with a TV set tuned to the program on which the ad airs.